



# The Valuation Handbook: Valuation Techniques from Today's Top Practitioners

By Rawley Thomas, Benton E. Gup

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The definitive guide to valuation written by a who's who of today's top practitioners

*The Valuation Handbook* differs significantly from other related books on this topic because the contributors are practitioners, academics, and investment firms that explain how they value companies and other assets. It concentrates on specific and innovative valuation techniques, rather than the theoretical approaches more generally accepted and discussed. Given the extreme volatility of the stock market, valuation is a critical issue for analysts, investors, and businesses. Here, various professional contributors explain how their firms approach the valuation process, while academic contributors share their valuation consulting and research experience.

- Examines how to value assets in today's dynamic market setting
- Offers a broad spectrum of ideas from some of the top practitioners and academics in this field
- Highlights state-of-the-art approaches to company valuation

Filled with in-depth insights and expert advice, *The Valuation Handbook* puts this difficult discipline in perspective.

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### Editorial Review

From the Inside Flap

In theory, valuation is a relatively simple process of discounting a firm's expected cash flows by investors' required rates of return. In practice, valuation is highly complex because there are numerous valuation models and techniques. So, how can financial professionals and consulting firms effectively value companies? They must choose the valuation models and techniques that are best suited for the situation at hand.

Given the extreme volatility of today's markets and the continuing economic uncertainty, valuation is a critical issue for analysts, investors, and businesses. That's why you need *The Valuation Handbook*. Filled with in-depth insights and expert advice, this reliable resource touches upon the essential aspects of this field, including the valuation of public companies, private companies, illiquid companies, start-ups, and business units. It also covers the specific tools and techniques needed to excel at this endeavor, rather than focusing on the underlying theories associated with the valuation process. The information found here applies equally to investment firms where security analysts pick stocks and managers combine those stocks into diversified portfolios, as well as corporations where management seeks to create shareholder wealth in a highly competitive economy.

Written with the serious financial professional in mind, this book details a variety of important issues you must become familiar with, including:

- Valuation, valued-based management, governance, and drivers
- Residual income
- Cash return and net cash flow valuation methods
- Specialized valuations and liquidity
- And much more

*The Valuation Handbook* differs significantly from other sources of information on this subject because the contributors to this guide are practitioners representing consulting and investment firms, plus academics—all who explain how they value companies and other assets. Along the way, these leading practitioners and academics provide a unique perspective on how to value both publicly traded and privately held companies.

In these times of enormous economic stress, the financial profession needs to rethink many of its assumptions and processes involving the core topic of valuation. *The Valuation Handbook* will help you achieve this goal and put you in a better position to make more informed valuation decisions.

From the Back Cover

### Praise For The Valuation Handbook

"Given the large and increasing supply of books available about valuing investments and businesses, I was initially skeptical of a market need for *The Valuation Handbook*. However, during my reading of the book's chapters, I encountered numerous useful and unique perspectives for both students and teachers of business valuation. *The Valuation Handbook* offers readers an interesting overview of different issues confronted by the professional (or amateur) valuation practitioner."

—**Daniel A. Rogers**, Associate Professor of Finance, Portland State University

"Anybody who teaches or practices valuation should definitely consider this handbook because it includes a wide range of approaches to company and stock valuation including interesting new models as well as new insights related to widely accepted models."

—**Frank K. Reilly**, Bernard J. Hank Professor of Finance, Mendoza College of Business, University of Notre Dame

"There is an old phrase about knowing the price of everything, and the value of nothing. That phrase unfortunately encompassed the global investment markets leading to 2008. If ever there was a time for improving techniques and perspectives on valuation, it is now, and this book delivers."

—**Michael Falk**, CFA, VP and Chief Investment Officer, ProManage, LLC

"This is a great, insightful book for the newly minded analyst to veterans in the trenches. It broaches some new areas that have not been discussed within our industry."

—**Mitch Abeyta**, Managing Director, Capital IQ–Compustat

#### About the Author

**Rawley Thomas** is President of LifeCycle Returns, Inc. He is Vice President of Practitioner Services for the Financial Management Association International (FMA) and Chairman of the FMA PDDARI (Practitioner Demand Driven Academic Research Initiative) Advisory Committee. Currently, Thomas serves on the Northern Illinois Accountancy Board and chairs the FMA PDDARI as supported by the CFA Society of Chicago.

**Benton E. Gup, PhD**, has served as a staff economist for the Federal Reserve Bank of Cleveland and currently holds the Robert Hunt Cochrane/Alabama Bankers Association Chair of Banking at the University of Alabama. Gup worked in bank research for the Office of the Comptroller of the Currency while on sabbatical in 1997. He is also the author or editor of a number of books in the area of finance.

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##### Raymond Floyd:

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**Darlene Beaudoin:**

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